

About the “Together, We Care” Video Podcast

WHAT: World Hemophilia Day presents an opportunity for the global community to raise awareness of the seriousness of inherited bleeding disorders. This year, the World Federation of Hemophilia (WFH) is working to increase global discussion about the need for better access to comprehensive care – the optimal treatment approach – through the launch of the “Together, We Care” video podcast.

This educational tool spotlights the role of comprehensive care teams in improving the lives of people with bleeding disorders from around the world through the perspectives of the following individuals:

- Antonio Gomez Cavallini, a hemophilia patient from Argentina, who discusses the impact of hemophilia on his daily life.
- Alison Street, M.D., a hematologist from Australia, who highlights the benefits of comprehensive care for patients.
- Elizabeth Paradis, R.N., a hemophilia nurse coordinator from Canada, who explains the nurse coordinator’s role and how he/she interacts with other members of the comprehensive care team to ensure the patient’s treatment plan is carried out.
- Mark Skinner, president of WFH, who addresses disparities in care worldwide and the organization’s work to achieve its mission of “Treatment for All.”

WHY: Hemophilia and other inherited bleeding disorders impact hundreds of thousands of people of all ethnicities, education levels and incomes, their families and their communities. With proper care and management, people with these disorders can lead longer, healthier lives.

Comprehensive care is only successful if it is readily available, and tragically, only about 25 percent of people living with hemophilia receive adequate treatment. The goal of the video podcast is to inspire patients, healthcare professionals, advocacy groups, governments and industry to work together to ensure broad-based access to treatment and raise the standard of care.

WHEN: While April 17 marks the 20th anniversary of World Hemophilia Day, the video podcast format is designed to be an educational piece that furthers the discussion about the importance of and access to comprehensive care for the hemophilia community and encourages all to do their part to ensure “Treatment for All.”

FOR MORE INFORMATION: Visit www.wfh.org/whd on April 15 to view the video podcast and learn how you can help us achieve “Treatment for All.”

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